

## Current Economic Programs Printed Survey Results: by the *Quarterly Tax Survey* Statistics Users Respondent Base

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U.S. Census Bureau  
Current Economic Statistics User Survey

OMB CQM-26 (Rev.5/5/98)

### I. DATA CONTENT

Your answers identifying the survey data you use will help us understand our users' patterns of data use.

1. Which Current Economic Statistics from the Census Bureau do you use? (Mark all that apply.)

#### (1) Monthly

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0.0%;	0	None
65.7%;	23	Retail Sales
57.1%;	20	Wholesale Trade
71.4%;	25	Manufacturing/Trade Inventory/Sales
65.7%;	23	Housing Starts
65.7%;	23	Building Permits
62.9%;	22	New Home Sales
54.3%;	19	Value of New Construction Put in Place
48.6%;	17	Housing Completions
48.6%;	17	Expenditures for Residential Improvements
48.6%;	17	New Residential Construction
37.1%;	13	New Mobile Home Placements
57.1%;	20	Monthly Imports and Exports
51.4%;	18	Current Industrial Reports
60.0%;	21	Manufacturers' Shipments, Inventories, Orders

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Replies 35; Forms 35

#### (2) Quarterly

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48.6%;	17	Quarterly Financial Report
57.1%;	20	Current Industrial Reports
17.1%;	6	Federal Assistance Awards Data System
100.0%;	35	Quarterly Tax Survey
25.7%;	9	Quarterly Public Employee Retirement

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Replies 35; Forms 35

#### (3) Annual

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78.1%;	25	Annual Retail Trade
68.8%;	22	Annual (Wholesale) Trade
37.5%;	12	Annual Survey of Communications
56.2%;	18	Transportation Annual Survey
59.4%;	19	Service Annual Survey
84.4%;	27	County Business Patterns

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65.6%;	21	ZIP Code Business Patterns
68.8%;	22	Statistics of U.S. Businesses
50.0%;	16	Characteristics of New Housing
56.2%;	18	Annual Building Permits
43.8%;	14	New Residential Construction in Selected Metropolitan Areas
53.1%;	17	Annual Capital Expenditures
81.2%;	26	Annual Survey of Manufactures
59.4%;	19	Current Industrial Reports
50.0%;	16	Research and Development Survey
40.6%;	13	Plant Capacity Utilization
40.6%;	13	Education Finance Survey
50.0%;	16	State Tax Collection Survey
15.6%;	5	Annual Public Employee Retirement
34.4%;	11	Annual Survey of Public Employment
37.5%;	12	Consolidated Federal Funds Report
56.2%;	18	State Government Finances
65.6%;	21	Annual Imports and Exports

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Replies 32; Forms 35

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## II. DATA DELIVERY

The Census Bureau is considering use of the Internet as the primary method of data delivery. By completing the following questions, you will help us retain the most essential delivery formats and design the best possible data delivery service.

(4) 2. How do you receive current economic data now? (Mark all that apply.)

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85.7%;	30	Printed Publications	25.7%;	9	Direct (E-mail) delivery
80.0%;	28	World Wide Web (Internet)	22.9%;	8	FAX
42.9%;	15	CD-ROMs	8.6%;	3	Other
28.6%;	10	Diskettes			

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Replies 35; Forms 35

- Library
- Check values by telephone
- also use microfiche in some cases.
- Fax from Japanese media

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(5) 3. What format do you PREFER when downloading data for further manipulation? (Mark all that apply.)

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67.6%;	23	Spreadsheet (e.g., wkl, xls, etc...)
38.2%;	13	Database (e.g., dbf, mdb, etc...)
26.5%;	9	ASCII flat files
23.5%;	8	ASCII delimited
14.7%;	5	Retrieve from print or screen and enter manually
5.9%;	2	Do not manipulate data
2.9%;	1	Other

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Replies 34; Forms 35

- Sas data sets

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4. What capabilities do you want on the Census Internet site? (For each line, indicate the degree of your preferences, from 5 [high] to 1 [low].)

(6) a. Direct (E-mail) delivery:						
51.6%;	16	5	6.5%;	2	3	9.7%;
12.9%;	4	4	9.7%;	3	2	3 1
						3 Don't know
Replies 31; Forms 35						
(7) b. E-mail notification:						
61.3%;	19	5	0.0%;	0	3	9.7%;
12.9%;	4	4	12.9%;	4	2	3.2%;
						1 Don't know
Replies 31; Forms 35						
(8) c. Retrieve/display to screen:						
56.2%;	18	5	12.5%;	4	3	9.4%;
18.8%;	6	4	0.0%;	0	2	3.1%;
						1 Don't know
Replies 32; Forms 35						
(9) d. Search:						
64.7%;	22	5	11.8%;	4	3	0.0%;
14.7%;	5	4	2.9%;	1	2	5.9%;
						2 Don't know
Replies 34; Forms 35						
(10) e. Download complete data sets:						
72.7%;	24	5	6.1%;	2	3	6.1%;
6.1%;	2	4	6.1%;	2	2	3.0%;
						1 Don't know
Replies 33; Forms 35						
(11) f. Download selected data:						
66.7%;	22	5	9.1%;	3	3	3.0%;
18.2%;	6	4	3.0%;	1	2	0.0%;
						1 1
						0 Don't know
Replies 33; Forms 35						
(12) g. Software help/tutorials:						
32.3%;	10	5	25.8%;	8	3	9.7%;
16.1%;	5	4	12.9%;	4	2	3.2%;
						1 Don't know
Replies 31; Forms 35						
(13) h. Publication-quality printing:						
31.0%;	9	5	17.2%;	5	3	10.3%;
24.1%;	7	4	17.2%;	5	2	0.0%;
						3 1
						0 Don't know
Replies 29; Forms 35						

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(14) i. Charts and graphs:

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36.4%;	12	5	24.2%;	8	3	12.1%;	4	1
21.2%;	7	4	6.1%;	2	2	0.0%;	0	Don't know

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Replies 33; Forms 35

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(15) j. Geographic maps:

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43.8%;	14	5	21.9%;	7	3	9.4%;	3	1
15.6%;	5	4	9.4%;	3	2	0.0%;	0	Don't know

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Replies 32; Forms 35

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(16) k. Other, please specify:

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100.0%;	2	electronic bulletin board	0.0%;	0	Other
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Replies 2; Forms 35

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- [none]
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(17) l. Electronic Bulletin Board (To collect write-ins)

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0.0%;	0	5	0.0%;	0	3	0.0%;	0	1
0.0%;	0	4	0.0%;	0	2	0.0%;	0	Don't know

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Replies 0; Forms 35

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### III. DATA USAGE

Your answers describing how you use the data will help us design the most effective Current Economic Statistics retrieval tool.

(18) 5. Do you combine/compare/merge data from more than one source listed in Question 1?

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34.3%;	12	No	65.7%;	23	Yes
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Replies 35; Forms 35

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(19) 6. What time periods do you consider when using these data? (Mark X all that apply.)

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73.5%;	25	trends up to 5 years	50.0%;	17	trends up to 1 year
70.6%;	24	5+ years	0.0%;	0	Other
50.0%;	17	latest 1 or 2 periods			

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Replies 34; Forms 35

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(20) 7. How do you use the data? (Mark all that apply.)

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54.5%;	18	Create value-added products/services
45.5%;	15	Perform patron/client inquiries
27.3%;	9	Republish in newspaper/journal
24.2%;	8	Store reports/printouts for archival purposes
15.2%;	5	Inform marketing decisions
12.1%;	4	Inform investment decisions

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6.1%; 2 Locate new sites  
0.0%; 0 Other

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Replies 33; Forms 35

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- [none]

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(21) 8. What explanatory information do you consult when using these data? (Mark all that apply.)

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84.4%; 27 Definition of terms  
81.2%; 26 Narrative text describing survey results  
65.6%; 21 Sampling and estimation methodology  
62.5%; 20 Survey design  
3.1%; 1 None  
3.1%; 1 Other

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Replies 32; Forms 35

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- Comparisons to earlier surveys and/or similar data from other agencies--e.g. census to BEA in one estimates.

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(22) 9. Do you have any pressing data or information needs that are not currently being met?

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- No.
- R & D expenditures by industry (2 & 3 - digit codes) capital expenditures by industry (2 & 3 - digit codes)
- Information on nonresidential construction.
- "807" Production-sharing trade at the 2-digit SIC level showing total U.S. import value and the value of U.S. components sent offshore for assembly.
- MCD Business Patterns, Massachusetts is doing away with county government, MCD income estimates.
- The availability of Residential and Commercial Building Permit Data.
- Number of Mobile Homes & Value of, by state, on a monthly basis. (Currently only published annually) -- Also, by county, if possible.
- More timely data.
- We are always looking for very current information. We normally use Census data for historical trends and background.
- YES! Bring back non-residential state/local permits authorized! This was a severe loss for interpreting local economic trends. Also, more geographic detail, more frequently.
- Would like Government Finance series in print form.
- Non-residential Building permits.
- Place and regional economic data sets in relation to population/race trends.
- We always require information broken out by minority group status, even if they are forecast.
- Economic data for lower half and upper half of the work force.
- MSA retail sales
- Commercial, Industrial, and other non-residential construction put-in-place!

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#### IV. INDUSTRY CLASSIFICATION ISSUES

We will soon begin restructuring the Current Economic Surveys based on the new North American Industry Classification System (NAICS). Your answers will help us ensure that these surveys continue to provide the economic information needed by markets, policy makers, and business people. For more information on NAICS, see the Bureau's web site: <http://www.census.gov/NAICS>.

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(24) 10. At what levels of detail do you MOST FREQUENTLY USE industry data classified by Standard Industrial Classification (SIC)? (Mark all that apply.)

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56.2%;	18	Sector totals (SIC division); e.g., Manufacturing or Retail Trade
56.2%;	18	4-digit industries (or maximum detail I can get)
50.0%;	16	2-digit major groups
50.0%;	16	3-digit industry groups
12.5%;	4	NA (don't use SIC-based data)
3.1%;	1	Other

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Replies 32; Forms 35

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- sub-groups within 4-digit
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(25) 11. Were you aware that the SIC system is being replaced by the North American Industry Classification System (NAICS)?

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27.3%;	9	I was unaware of this
30.3%;	10	I am partially aware, but lack details
42.4%;	14	I am aware and understand some implications

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Replies 33; Forms 35

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12. Would you like to receive more information about NAICS?

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(26) Yes, please send me - (Mark all that apply)

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95.0%;	19	A brochure that explains NAICS	30.0%;	6	Conference announcements
50.0%;	10	NAICS implementation plans	0.0%;	0	Other

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Replies 20; Forms 35

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- [none]
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(27) No Thanks -

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85.7%;	12	I will check the Census Bureau's web site ( <a href="http://www.census.gov/naics">www.census.gov/naics</a> )
14.3%;	2	I don't need more information about NAICS

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Replies 14; Forms 35

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## V. USER PROFILE

Please tell us about yourself so we may serve you better.

(28) 13. Type of organization.

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34.3%;	12	Business	8.6%;	3	Media
25.7%;	9	Government	5.7%;	2	Individual
20.0%;	7	Academic/Research	5.7%;	2	Other

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Replies 35; Forms 35

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- Economic Development
  - Library (University)
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(29)	14. Do you work in your organization's library?		
31.4%;	11 Yes	68.6%;	24 No
Replies 35; Forms 35			
(30)	15. What is your affiliation with the Census Bureau?		
60.0%;	21 None	2.9%;	1 Census Information Center
11.4%;	4 State Data Center	14.3%;	5 Other
11.4%;	4 Business/Industry Data Center		
Replies 35; Forms 35			
<ul style="list-style-type: none"> <li>• Employed by US DOC/BXA</li> <li>• Cooperator in disseminating permits authorized data</li> <li>• Affiliate Data Center</li> <li>• Congress</li> <li>• GPO Depository</li> </ul>			
(35)	20. May we contact you to follow up on this questionnaire?		
74.2%;	23 Yes	25.8%;	8 No
Replies 31; Forms 35			
(36)	Question 21. Remarks:		
<ul style="list-style-type: none"> <li>• Census bureau data is always helpful--the data you provide enhances our publication and enables readers to make informal business decisions.</li> <li>• Thank you for your great service!</li> <li>• Your credibility is a great strength.</li> <li>• We serve a varied clientele (academic, business, government, and private citizens) and work across many subject. Census data are absolutely vital to us. Our biggest need is for more geographic area detail more frequently (state, county, place, if possible). Users often do not understand the 5 yr. gaps and lag time for the major Economic Surveys that offer such detail, much less the 10 yr. decennial cycle. The internet is a great help in speeding "publication", but we find access is not yet universal. We still download and print entire documents for guide reference and historical purposes. I am concerned about just how long the electronic medi will remain accurate and usable as technology changes. How will the Bureau deal with these problems?</li> <li>• We look forward to working with you on the upcoming Census.</li> <li>• Census is always quick and dependable. Great job!</li> <li>• We have developed "Productivity Enhancement and Control (Peacon) Plan." This plan will solve 20 major economic problems of the U.S. and provide about \$10,000 to all wage earners earning up to \$200,000. It will double the minimum wage, reduce unemployment to 2% reduce poverty to 2% and provide health care benefits and solve other economic problems. Over 98% of the work force will benefit at the the cost of upper 2%, whose income will be reduced considerably.</li> <li>• We love the Census Bureau! Clear publications indices and ease of search engines on the Internet site are very important to us. Also, choice of how to download data is good, not all users need or can use spreadsheet software.</li> <li>• More documentation and instructions for obtaining data from gohper directories would be helpful.</li> </ul>			

Figure 1: